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PRESS RELEASE

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Pawdon me! Santa Paws is Coming To Town!

Canines of National Acclaim to Perform at 2007 Pat Lobb Toyota “Roundup on the Range”

MCKINNEY, TEXAS (September 24, 2007)....Friends of Skidboot, the canine ranch hand who gained State Fair and national acclaim, will be “wowing” cowboys and cowgirls of all ages at the October 20 Roundup on the Range event to be held at Myers Park in McKinney. These crowd-pleasing blue heeler show dog entertainers will be joined by Cheyenne, the lie detector horse and their well-known trainer David Hartwig and are sure to put on a pawsitively unforgettable performance of tricks that will delight and amaze all who attend.

Skidboot was best known for winning the \$25,000 championship on Animal Planet TV’s network’s Pet Star Competition and went on to make national appearances on the stages of Oprah Winfrey, David Letterman and Jay Leno. Friends of Skidboot follow in that same pawsome show-biz tradition performing at schools, camps, corporate retreats, animal rescue and humane society fundraisers, churches and more!

Friends of Skidboot will be joined at this year’s Pat Lobb Toyota Roundup on the Range by another leading Texas State Fair draw, Robert Liner, the widely-acclaimed horse trainer; The Badlands Texas Ranger re-enactment group; the Alamar Stock Dogs (“paw-ty!”) and Western musicians including The Ackermans; Mark David Manders and The Dallas Banjo Band. Additional family-friendly activities include an authentic chuckwagon cook-off beginning at High Noon, a barnyard corral, animal and agricultural exhibits, cattle branding demonstrations, a pumpkin patch and pumpkin decorating, rodeo clown face painting, lasso throwing, photos of the Old West, stagecoach rides, the Toyota street demonstration team and more! Given the abundance of canine thrillers, the U.S. Marshall’s Posse may be overheard in commanding, “Halt! In the name of the paw!”

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Admission to the festival is only \$5.00 per person with children ages 3 and under admitted free. Chuckwagon lunch tickets (\$15.00) purchased in advance are available online in limited supply and include admission. Gates will be open from 9:00 a.m.-5:00 p.m. on Saturday, October 20 at the 165-acre Myers Park and Event Center located at 7117 County Road 166 (near the corner of 380 and Lake Forest in McKinney). Be sure and plan to arrive early and spend the entire day at an event your family will never forget! For additional information, please visit www.roundupontherange.com or call 972.542.0679.

Generous corporate friends of this event include major sponsors Pat Lobb Toyota of McKinney, KLAK 97.5 FM, McKinney Community Development Corporation, Star Community Newspapers, McKinney Convention and Visitors Bureau (www.visitmckinney.com), KHYI 95.3 The Range, Encore Wire Corporation, Raytheon, Tucker Hill, Wal-Mart and Stephens Media.

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